



# PROJECT

[1] Sept 7–Oct 27, 2019  
By ArtPrize 

EVENT + SPONSORSHIP OVERVIEW



# WHAT IS ARTPRIZE?

Created in 2009, ArtPrize is a biennial international art competition and festival open to all and determined equally by public vote and expert jury. ArtPrize encourages critical discourse, celebrates artists, transforms urban space and promotes cultural understanding.

ArtPrize is free and open to the public and attracts over 700,000 visitors, making it one of the most attended public art events in the world according to The Art Newspaper. The festival returns to Grand Rapids in 2020.

**ArtPrize is a non-profit 501(c)(3) organization** and relies on public support to fulfill its mission. Support from corporate sponsors represents our largest source of revenue, accounting for 60% of ArtPrize's \$3.2 million operating budget in 2018.





Project 1 Artist Amanda Browder – “Spectral Locus” (2016)

# WHAT IS PROJECT 1?

Welcome to the **next evolution** of ArtPrize. After 10 years of annual competitions, we’ve shifted ArtPrize to a biennial schedule to make way for **Project 1** – the first in a series of large-scale, multi-sited, community-oriented public art experiences.

From September 7 through October 27, 2019, Project 1 exhibits will occupy multiple outdoor sites in **Grand Rapids** and **Detroit**. Five international, national and local artists will be commissioned to create cutting-edge installations, performances, urban interventions, and community-oriented projects. The **seven week run** will be punctuated by a series of events, volunteer opportunities, educational programs, and public performances.

Project 1 artists include **Amanda Browder, Heather Hart, Rafael Lozano-Hemmer, Olaleken Jeyifous, and Paul Amenta & Ted Lott**. Site locations in Grand Rapids and Detroit will be announced in the spring.

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# ARTPRIZE 2018 FESTIVAL

700,000 tracked pedestrians

70,000 out-of-state visitors

19,000 K-12 students

850 volunteers

6 broadcasts in primetime

\$32M economic impact

\*Statistics are based on ArtPrize 2018 visitor data.



Jenny Ustick "Metanoia: You Are Here" (2014)



A+J Art+Design "SOS (Safety Orange Swimmers)" (2017)



Bombay Sapphire Reception (2015)

# ARTPRIZE 2018 MEDIA REACH

- 193,000,000 media impressions
- 18/20 US media markets reached
- 1,500,000 social media impressions
- 138,000 email opens
- 48,000 mobile app downloads
- 115,000 facebook followers
- 28,000 instagram followers
- 315,000 primetime TV viewers reached

\*Statistics are based on ArtPrize 2018 visitor data.

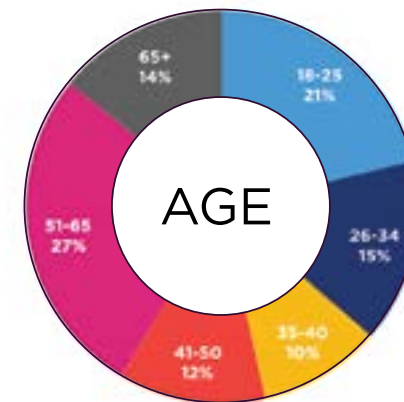


ArtPrize 2012 — Grand Rapids, Michigan



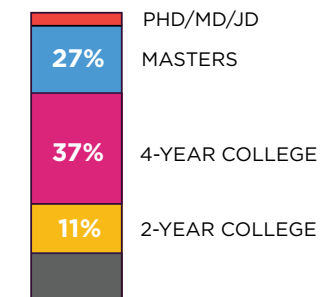
# VISITOR PROFILE

- 59% FEMALE
- 89% OWN HOMES
- 22% FAMILIES
- 16% FROM OUT-OF-STATE
- 69% VISIT MORE THAN ONCE
- 81% COLLEGE DEGREE
- \$80K AVG. HHI (34% ABOVE \$100K)
- 92% OWN A CREDIT CARD
- 96% OWN/LEASE A VEHICLE
- 83% USE A SMARTPHONE



## EDUCATION

81% HAVE A COLLEGE DEGREE



## TOP INTERESTS

- READING
- TRAVEL
- WATCHING TV
- OUTDOOR RECREATION
- GOURMET FOOD
- LOCAL & ONLINE SHOPPING

## TOP RETAILERS

- |               |                |
|---------------|----------------|
| <i>RETAIL</i> | <i>GROCERY</i> |
| KOHL'S        | MEIJER         |
| LOWE'S        | TRADER JOE'S   |
| BEST BUY      | COSTCO         |
| TJ MAXX       | TARGET         |
| APPLE STORE   | SAM'S CLUB     |

\*Statistics are based on ArtPrize 2017 visitor data.







# SPONSORSHIP

Through dynamic activations and program integration, your brand will have the tools to reach hundreds of thousands of visitors during the seven weeks of the event.

Our team will help you craft a sponsorship outcome that aligns precisely with your brand vision, objectives and investment.

**LEADERSHIP** - \$125k+ investment

**PREMIER** - \$75k+ investment

**SIGNATURE** - \$25k+ investment

**BENEFACTOR** - \$10k+ investment

**PATRON** - \$5k+ investment

Leadership, Premier and Signature level sponsorships are highly customizable for each partner.

# SPONSORSHIP LEVELS

## Leadership

Achieve the greatest marketing impact.

Leadership level delivers the highest visibility and customization possible with seamless promotional exposure and alignment with Project 1 as the top promotional partner.

## Premier

Strategically present your brand.

Premier level allows your brand to have an overarching presence for the duration of Project 1 in key areas of the campaign.

## Signature

Hone in on your target audience.

Signature level provides your brand targeted and direct impact during Project 1, as well as inclusion in a portion of the promotional campaign.

## Benefactor

Receive public thanks and recognition.

Benefactor level helps support the event while also receiving public recognition and targeted branding.

## Patron

Support at an entry level.

Patron level benefits your overall organization in exchange for public recognition.



# PATRON LEVEL SPONSOR EXHIBITOR AT ROSA PARKS CIRCLE

## **Investment: \$5,000**

This is an opportunity to activate during the Opening Day of Project 1. Top Level Benefits include (1) day of exhibiting at our downtown site with a 10'x10' footprint or similar.

- Sponsor to provide display materials such as tent, tables, etc.

## Visibility & Hospitality Benefits

- Project 1 Website - recognition by alpha & level
- Official Event Guide - recognition by alpha & level
- Project 1 Sponsor Seal - usage for promotional applications
- Project 1 Accreditation Badges - (2) badges
- VIP Opening Reception - (2) passes

# PATRON LEVEL SPONSOR ADVERTISING

## Investment: \$5,000

This is an opportunity to advertise across the Grand Rapids region. Choice of one of the following advertising placements:

- 1/4 page broadsheet ad in the Official Event Guide
- (1) 30-second ad spot broadcast on WOOD TV8 (NBC affiliate) as part of an ArtPrize broadcasted show (40,000 average household views)
- (1) Logo feature as Official Sponsor on one day of the Project 1 e-newsletter (30,000+ active subscribers)

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## FRIEND LEVEL SPONSOR FRIEND OF THE ARTS

Contribute to the mission of ArtPrize by helping to underwrite the operational costs of Project 1. Together we will continue to draw national and international awareness to Grand Rapids, foster talent attraction and retention, and create a more diverse and inclusive community.

### Visibility Benefits & Hospitality Benefits

- Project 1 Website - recognition by alpha & level
- Official Event Guide - recognition by alpha & level
- Project 1 Sponsor Seal - usage for promotional applications
- (2) Accreditation Badges upon request
- Discount on VIP Opening Reception Passes

# 2018 GLOBAL SPONSORS



"Welcome To Grand Rapids, The IRL Reddit Of Art:  
The annual ArtPrize festival is like the Internet  
come to real life. Please do get touched by the art."

**FAST COMPANY**

"A city that gives itself over to art for three weeks  
is something to be celebrated. People will find the  
pieces that speak to them. That's pretty powerful."

**THE NEW YORK TIMES**

"If you want to confront culture, then ArtPrize is a  
venue, is a vehicle for conversation."

**DAILY BEAST**

"In the pantheon of artistic epicenters throughout  
the U.S.—NYC, LA, Philly, DC—the Michigan city of  
Grand Rapids often isn't included. Trust me, that's  
an oversight."

**PASTE MAGAZINE**





LET'S GET STARTED!

ARIELLE CREPS  
DEVELOPMENT COORDINATOR  
616-214-7908  
ARIELLE@ARTPRIZE.ORG



**EVERYTHING  
IS HAPPENING  
RIGHT HERE**